



UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST

470 Airman Drive Travis Air Force Base, CA 94535-2867 (707)424-3197 (DSN)837-3197 FAX(707)424-1153/4478

www.travis.af.mil/pages/band

IMPORTANT INFORMATION

Dear Sponsor,

We are attempting to keep all our publicity as current as possible. Since our publications do change we would appreciate your help in insuring that only accurate publicity materials are used for advertising.

- please call Senior Airman Wendy Hermes, Media Relations Assistant at, (707)424-8780/3197, to confirm your receipt of this packet.

-USE ONLY the materials in this package, unless we have talked with you directly and have informed you otherwise.

- additional information (press release, programmed music, featured soloist pictures/bios, etc.) may be sent to you 3-4 weeks prior to the concert date.

- a **complete printer package**, including all printed program materials (if applicable), will be sent to you approximately 2-3 weeks prior to the concert date (please insure that we have your street address in case we need to fed ex materials to you).

- an interview with Technical Sergeant Candis Hanson, director of the quintet, can be set up by calling our Media Relations office at (707) 424-1154.

- we encourage you to have an arts reviewer from your local newspaper in attendance to review the concert.

- if possible please send copies of advertisements, tickets, programs or other publicized information directly to our Media Relations department at the above address.

Thank you,

WENDY HERMES, SrA, USAF
Media Relations Representative



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SPONSOR INFORMATION GUIDE

In the near future, **The Golden West Winds** will perform in your community. We know you would like as many people as possible to enjoy this cultural event.

As sponsor, your job will be to obtain the best possible concert site, to inform the citizens in your area of the Quintet's performance through active publicizing of the event and to print a quality program if needed.

There are many ways to accomplish this, and undoubtedly you already have thought of some of them. This guide is designed to bring your ideas and ours together.

Questions not answered by this guide should be directed to:

**The United States Air Force Band of the Golden West
470 Airman Drive
Travis AFB, CA 94535-2867
(707) 424-3197**

PUBLIC SERVICE CONCERTS

These concerts are presented as a public service to the community and must be free of charge and open to the general public, regardless of race, color or national origin.

AIR FORCE POLICY ON EXPENSES

Under the policy now in effect, the United States Air Force defrays all expenses incurred in travel, such as transportation, housing and meals. There is no fee, as such, for "The Golden West Winds." **Any other costs, such as auditorium rental, lighting, heating, printing of programs, janitorial fees, etc., are the responsibility of the local authorities or sponsor(s).** These cannot be paid for by the United States Government.

CONCERT SITES

To ensure that concerts will achieve maximum success, it is necessary to secure the best possible concert site. Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible.

The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Ideally, the concert site should be an auditorium which seats at least 250. Smaller concert sites will be considered. ***Further information on concert sites can be obtained from the Stage Manager's Guide.***

IMPORTANCE OF THE SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the site and programs, the sponsor has a great responsibility in promoting the concert. Informing everyone in your community that "The Golden West Winds" will perform is not going to be an easy task. Newspapers, television stations, etc., should be contacted for their support. A follow-up may be necessary to gauge that support.

PROMOTIONAL MATERIALS

The promotional materials you receive from the Band are designed to save you time and trouble. They are general in nature. We believe the best system is to supply you with the information and let you tailor it to your local area. More materials are available from the Band upon request.

PROMOTION

Your area media is very important to the success of the concert. "The Golden West Winds" have never had an unsuccessful concert when all the local media assisted in the promotion.

Sunday supplements are widely read, and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A most effective way of informing the public of the concert is through a quarter-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. At other times, concert sponsors have been successful in getting local merchants or services clubs to sponsor these ads. Ads paid for by the local merchants may state that the ad was paid for as a community service. **It must not give the impression that the Air Force endorses their business.** It is strongly recommended that at least one quarter-page ad be used to begin the newspaper campaign.

NOTE: A successful promotional campaign should not be based solely on one media source. Additional media can be intergrated through the use of a news release.

All radio and television spots used for our concerts are considered to be public service announcements.

The following is a sample outline which you may adopt to your promotional campaign. This is our idea of a perfect promotional program. We realize that your budget will determine the extent to which you follow our suggestions. **Please remember, however, that publicity is the most important aspect of making the concert a success and a full house is a sure sign that we are beginning a successful evening.**

ALL PROMOTIONS/ADS SHOULD CONTAIN MENTION OF "THE UNITED STATES AIR FORCE BAND OF THE GOLDEN WEST."

DATE

TIMELINE

3 weeks prior to concert

Quarter-page ad with pictures stating that there will be a concert by **The Golden West Winds** tickets may be obtained, etc. **Insure you advertise this group**, not just The United States Air Force Band of the Golden West.

2 weeks prior to concert

Two general announcements stating that there will be a concert by **The Golden West Winds** from The United States Air Force Band of the Golden West. Include information used in the quarter-page ad, and use pictures if possible.

7 days prior to concert

Story on **The Golden West Winds** along with a story on the The United States Air Force Band of the Golden West.

4 days prior to concert

A feature on **The Golden West Winds** plus an ad on the entertainment page.

3-1 days prior to concert

List the selections from the program. Stress again that this is a free admission ad on the entertainment page.

As you can see, there should be a saturation of publicity for the concert. **We have found that if this schedule is followed, a full house is virtually guaranteed.** We also have found that radio is a very successful way to reach the community. (See Radio Spots)

There are many additional things which you can do to bring your message to all of the people in your community. Some very good ideas which have been used in the past are:

1. Many hotels and motels in which the Quintet has stayed have advertised the Quintet's appearance on their marquees.
2. TV stations have sent cameramen to shoot film of the Band's arrival to use on the evening news.

While a formal report is not required, we would appreciate being kept informed of your promotional efforts. Please save us copies of ads and programs.

PRINTED PROGRAMS

Obtaining a quality program is the responsibility of the sponsor. A program printer's guide has been provided. Our current personnel roster and concert repertoire will be sent to you well before the concert date. **This will be sent only if a printed program is required for the Golden West Winds performance.**

THANKS

Putting together a concert is a big job and your efforts are greatly appreciated. Thank you in advance for your hard work. If there are any problems or questions, feel free to contact us. We hope this guide will help you to make the concert a rousing success!



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STAGE MANAGER'S GUIDE

In the near future, **The Golden West Winds** will be performing at your theater. As stage manager you can give invaluable assistance in presenting our concert. We will need your experience and expertise to make the performance an enjoyable event for your audience and to give our quintet members a professional atmosphere in which to perform.

The following guidelines will give you our requirements for staging a concert by The Golden West Winds. If you have any further questions please feel free to contact the sponsor or call us at:

**The United States Air Force Band of the Golden West
Woodwind Quintet Operations
470 Airman Drive
Travis AFB, CA 94535-2867
(707) 424-3197**

STAGE REQUIREMENTS

1. **Stage Dimensions**: A stage with a performing area a minimum of 15 feet wide by 10 feet deep.
2. **Stage Cleaning**: The stage should be cleared, cleaned and swept prior to the arrival of the quintet to avoid conflicts with set up.
3. **Seating for the Quintet**: The quintet will need 5 chairs without arms. They will be arranged by quintet personnel.
4. **Acoustical Shell**: Will be used if available (and determined necessary by NCOIC of Quintet.)

LIGHTING REQUIREMENTS

1. The stage lights should be white overhead lights and be bright enough to read newspaper print without difficulty. Lighting intensity should be the same on every point of the stage. This should be done prior to the set up. Footlights are not needed.
2. Houselights should be dimmed during the performance.

DRESSING, WARM-UP, STORAGE AND RESTROOMS

1. Separate changing rooms for men and women would be ideal. However, one room with restrooms available would be acceptable.
2. A separate large room should be available for the musicians to "warm-up" their instruments and for use as a storage room for instrument cases, etc. This room should be locked or well protected when not occupied by quintet members.
3. Restrooms must be available.

ARRIVAL AND SET UP

The quintet will arrive approximately 1 hour before the concert. Set up will begin at this time.



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PRINTER'S GUIDE

In the near future, The Golden West Winds from The United States Air Force Band of the Golden West will perform in your area. As sponsors you have the responsibility of providing a quality program if one is to be printed. **PLEASE DO NOT MIMEOGRAPH ONE**. Information and materials needed to print this program, as well as a sample program from a past concert, will be sent to you approximately 2-3 weeks prior to the concert date. Advertising, per se, is not permitted in the program. **Business firms and individuals who contribute towards the cost of printing can be listed as donors, and their valuable assistance can be acknowledged from the stage.**

SUGGESTED PRINTING INSTRUCTIONS

1. The paper may be of any quality and color. The sponsor may also choose the number and color of ink.
2. The paper size should be approximately 8 1/2" x 11", which can be folded into booklet form providing four pages.
3. The first or cover page must contain the following information:
 - a. The name of the group, **The Golden West Winds** from The United States Air Force Band of the Golden West
 - b. The **date** to include day, month, date and year (i.e. Monday, March 10, 1997)
 - c. The **time and location of the event**
 - d. The sponsor may also be identified on the cover

*****Camera-ready artwork for the cover has been or will be provided. A sample program will also be included to give you some guidelines as to layout and design. You will not be limited to this example. If you would like to create your own cover, please feel free to do so. We do, however, ask that you use some form of reference to the Golden Gate Bridge.***

The following information may be arranged on the remaining pages in any order that is convenient. Photographs will be provided for use in the program.

4. The second, third and fourth pages should contain the following:
 - a. The quintet biography
 - b. The personnel list (with biographies)
 - c. The program
 - d. The organizational biography



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RADIO SPOTS

10 SECOND SPOT

"The Golden West Winds" of the "United States Air Force Band of the Golden West" will present a free concert on (day and date) in _____ (City) at _____ (Auditorium) at _____ (Time). For details call.

15 SECOND SPOT

Music will fill the air of _____ (Auditorium) on _____ (day & date) at _____ (Time) when The Golden West Winds of the United States Band of the Golden West presents a free concert in _____ (City) area. For details call _____.

20 SECOND SPOT

The classical sounds of "The Golden West Winds" will fill _____ (auditorium) on _____ (day & date) at _____ (time) when The Golden West Winds of the United States Air Force Band of the Golden West present a free concert in (city) . For information concerning free tickets call _____.

30 SECOND SPOT

The Golden West Winds, one of America's finest woodwind ensembles will present a free concert at _____ in (city) on _____ (day & date) at _____ (time) at _____ (auditorium). This exciting quintet is a component of the United States Air Force Band of the Golden West and is under the direction of Technical Sergeant Candis Hanson. The quintet will play a variety of music from the "Classics" to light entertainment. Those interested in attending this free concert should call _____.